

## FPM (INDUSTRY) 2015



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**Area:** Communication

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"Roy" Recipient of J.N. Tata Endowment scholarship and R.D Setna Endowment scholarship is currently a Doctoral scholar at IIM -Indore and is working on varied subjects of his interest like Corporate propaganda, Brand building through CSR and Corporate engagement, Fake news & Nation branding.

### **Educational Qualifications:**

**M.M.P. - Indian Institute of Management -Ahmedabad**

General Management and Strategic Decision Making

**PG Diploma in Brand Management - ICFAI-University-Hyderabad**

**Master of Business Administration -Marketing & Financial Management**

**Master of Commerce - Jiwaji University, Gwalior**

**Present Employment:** Senior Manager -Brand  
Corporate Brand -Tata.  
Group Corporate Communications, Tata Services Ltd.

**Previous Employments:** Saint Gobain Gyproc & Aditya Birla Group Cement  
Marketing Business namely "UltraTech & Grasim  
Cements

**Profile Summary:** "Roy" works extensively in Brand, Corporate  
Reputation & Crises Communication and Transmedia is  
objectionably his new fixation.

**Papers & Tutorials:** Presented Research Paper and Conducted Knowledge  
Seminar at Conferences and workshops prominent  
being "Asia Pacific Conference on Changing Business  
Practice".